

To: StClair, Christie[StClair.Christie@epa.gov]
Cc: Lee, Monica[Lee.Monica@epa.gov]; Hull, George[Hull.George@epa.gov]; Purchia, Liz[Purchia.Liz@epa.gov]; Davis, Jay[Davis.Jay@epa.gov]; Hart, Daniel[Hart.Daniel@epa.gov]; Orquina, Jessica[Orquina.Jessica@epa.gov]; Colaizzi, Jennifer C.[Colaizzi.Jennifer@epa.gov]
From: Smith, Roxanne
Sent: Wed 8/12/2015 4:54:50 PM
Subject: RE: social media for GKM

And, I misspoke. The ICS originated in the 1960s to respond to fires to cut down on the confusion of who was in charge and making sure that there was full communication. It later became more and more useful for various incidents and is what the government and most major corporations use today.

Roxanne Smith

Principal Deputy Associate Administrator

Office of Public Affairs

U.S. Environmental Protection Agency

202-564-4455

smith.roxanne@epa.gov

From: StClair, Christie
Sent: Wednesday, August 12, 2015 12:42 PM
To: Smith, Roxanne
Cc: Lee, Monica; Hull, George; Purchia, Liz; Davis, Jay; Hart, Daniel; Orquina, Jessica; Colaizzi, Jennifer C.
Subject: Re: social media for GKM

It does. State and county are sending their own social media outside the jic though.

Christie St. Clair

Office of Public Affairs

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o: 202-564-2880

m: 202-768-5780

On Aug 12, 2015, at 9:57 AM, "Smith, Roxanne" <Smith.Roxanne@epa.gov> wrote:

Yes, it must be run through the incident commander. Remember, the incident command system just isn't an EPA process, but the entire federal government uses it. This was the structure set up after 9/11, correct George? However, it is really is very simple – Tom/Melissa/Christie simply put it in front of David Ostander. It will take 30 seconds.

Roxanne Smith

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From: Lee, Monica

Sent: Wednesday, August 12, 2015 11:53 AM

To: Hull, George; Smith, Roxanne; Purchia, Liz; Davis, Jay; Hart, Daniel; Orquina, Jessica; StClair, Christie; Colaizzi, Jennifer C.

Subject: RE: social media for GKM

I agree but I don't think that's always going to happen. We should be prepared to get content from Tom that may not have gone through the incident commander. If that's the case, Christie or Melissa might have to run the final post through the Durango process.

From: Hull, George
Sent: Wednesday, August 12, 2015 11:42 AM
To: Lee, Monica; Smith, Roxanne; Purchia, Liz; Davis, Jay; Hart, Daniel; Orquina, Jessica; StClair, Christie; Colaizzi, Jennifer C.
Subject: RE: social media for GKM

I'm good with this, but I think it is crucial that there be a check with the Incident Commander. My only edit would be to remove "Ideally" from the second bullet. Thanks,
George

From: Lee, Monica
Sent: Wednesday, August 12, 2015 11:31 AM
To: Smith, Roxanne; Purchia, Liz; Davis, Jay; Hull, George; Hart, Daniel; Orquina, Jessica; StClair, Christie; Colaizzi, Jennifer C.
Subject: RE: social media for GKM

Slight change – we'll go with what's below.

From: Lee, Monica
Sent: Wednesday, August 12, 2015 11:14 AM
To: Smith, Roxanne; Purchia, Liz; Davis, Jay; Hull, George; Hart, Daniel; Orquina, Jessica; StClair, Christie; Colaizzi, Jennifer C.
Subject: social media for GKM

For the rest of the week, HQ, OSWER, OW, R6, R8, R9 will hold on all social media not related to Gold King Mine.

Process

- Social media posts come in from Durango (Tom, Melissa, Christie)
- o Ideally this content has sign off from the incident commander/JIC

- o Once folks on the ground in Durango sign off, content comes to HQ
- [redacted] Christie/Melissa send to Jennifer who runs through the EOC (OGC, OSWER, ORD, OW all sign off)
- [redacted] Jennifer sends to Jay, Monica, Liz for awareness purposes
- [redacted] Jay/Jess post

If social media posts are generated in HQ, they should be sent to Melissa and Christie who will run content through the incident commander. That will then go to Jennifer for EOC sign off.

Roxanne, Danny, George, will not be included on these chains.

Monica Lee

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